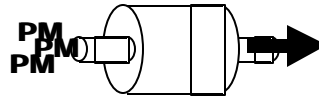
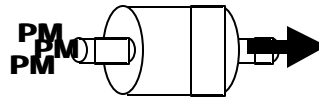


# Background



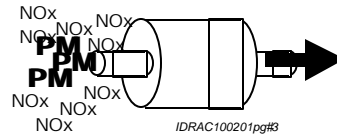
- IDRAC created Marketing and Incentives Workgroup (MIW)
- MIW – focus on **INCENTIVE** strategies from **LEGISLATION**
- Legislative Subcommittee
  - Stephanie Williams – California Trucking Association
  - Cynthia Cory – California Farm Bureau
  - Jude Lamare – Cleaner Air Partnership (and former member of the Moyer Advisory Committee)
  - Sue Wyman – CARB Ombudsman's Office
  - Tim Taylor – Sacramento Air District

# Proposed Incentive Strategy



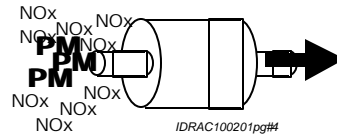
- Create PM “Moyer” Program
- Require “Proactive Contracting” by government agencies
- Coordinate PM “Moyer” Program with NOx Moyer Program
- Support other beneficial programs

## PM “Moyer” Program



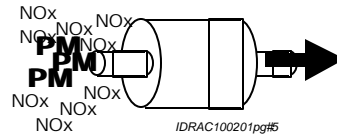
- Recommend state funding for PM Incentives
- Direct CARB to develop program guidelines for on-road, off-road, mobile, ag, portable & stationary
- Define HD LOW-EMISSION VEHICLE & LOW-EMISSION HD FLEET and require CARB to update definitions annually (definition to include PM & NOx elements)
- Require a NOx component in ozone non-attainment areas

## PM “Moyer” (continued)



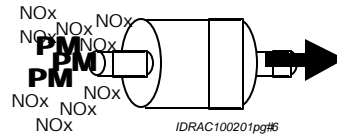
- Reconstitute the Governor’s Moyer Advisory Committee
  - Conduct annual review of PM & NOx Programs and make recommendations for improvements and continued funding
  - Coordinate PM, NOx and Proactive Procurement Efforts
- Specify that the PM Program cannot be structured to adversely affect ozone attainment in ozone non-attainment areas

# Proactive Contracting



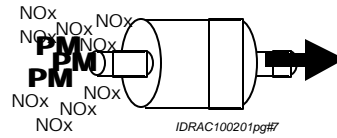
- Use definitions in the PM “Moyer” Program
  - HD LOW-EMISSION VEHICLES &
  - LOW-EMISSION HD FLEETS

# Contracting (continued)



- Require all state agencies and all county, city and local government agencies to:
  - Provide preference points for LEV Fleets in all RFP's, contract evaluations and contract awards
  - Provide information to all fleets doing business with gov't agencies about:
    - HD LEV preference
    - Regional needs for PM & NOx reductions from HD Vehicles; and
    - Incentive Programs available to fund HD LEV's

## Support Other Programs



- Any beneficial programs that are proposed (federal or state tax credits for retrofits, etc.) should be supported